



# Wild's Orientals

Fifth Avenue's Gateway to the Far East

**T**HIS will illustrate to you that the RUGWAY FROM THE ORIENT is not the smoothest path in the world. It has its pleasant spots, but it has its ROUGH spots as well.

After fifty-nine years spent hard at it, we want you to appreciate the simple fact that AN ORIENTAL RUG IS AN ORIENTAL RUG—and that there is ONE HOUSE where you can be sure of this elementary truth.

That this is the spot where Fifth Avenue takes its REAL view of the Far East should interest you, if you are a lover of the genuine in Oriental things.

But that it is the place where you can "kneel on the magic rug" and be transported instantly to Teheran, or seem to wake up in the bazaars of Constantinople and Tabriz to find yourself dealing with HONORABLE AMERICANS in the good old American way—that OUGHT TO INTEREST YOU VERY MUCH MORE.

Joseph Wild & Co. have grown slowly since they started in 1852 down in Cedar street, then going in turn to Reade street, to Thomas street, and growing through from Thomas to Worth. They first began importing cocoa mattings from India, and straw mattings and goat skins from China, selling them at wholesale. The great Wild factories for linoleums and cocoa mats and mattings followed this.

Then came the Smyrna rug period in the evolution of American taste. Joseph Wild & Co. manufactured Smyrnas before the present generation of New Yorkers was born. And then came the REAL ORIENTALS—the awakening of people of refinement to the greatest rug productions of the world.

There was lots of ignorance about Orientals in those days—followed by the "little learning" which is a dangerous thing. Deception crept in, and finally became rampant. Any one with an Oriental name and a stall on a boardwalk, or a selling space anywhere, could do a big business by imposing upon the credulity of the public.

All these phases JOSEPH WILD & CO. WITNESSED while they were engaged as importers and wholesalers, collecting the highest grades of rugs from Persia, Turkey and China and distributing them to the largest retail establishments in America.

If deception was practiced on this side of the water, YOU SHOULD HAVE SEEN WHAT WAS PRACTICED ON THE OTHER SIDE. The

Joseph Wild & Co. rug buyers became EDUCATED, not only in Eastern rugs and their comparative values, but in the PUZZLING TRICKERIES of the business.

To learn what NOT to do was as valuable as to know what to do.

A few years ago, when this house determined to open a retail store in Fifth Avenue, it was with all this forehand knowledge as its chief asset—and an ability to buy as importers and wholesalers.

With all this experience it would be UNREASONABLE to expect to find anything bad in our retail stock.

But we were not satisfied. We wanted the MOST EXPERT RETAIL BUYERS AND MANAGERS in America to still further supervise the retail business. So we interested a gentleman who had been manager and buyer for one of the largest houses in New York, and another who had occupied the same position for an equally important house in Chicago—and these two gentlemen are in charge.

AS A RESULT, THE RUG STOCK OF JOSEPH WILD & CO. IS TO-DAY ACKNOWLEDGED BY THE MOST COMPETENT EXPERTS TO BE THE BEST COLLECTION OF ORIENTALS EVER BROUGHT TOGETHER IN AMERICA OR EUROPE.

This has been the natural evolution of Wild's Orientals—fifty-nine years in the process.

And this is why one doesn't have to be an expert in rugs to be sure of what he is getting—if he gets it here. If he knows about the price he wants to pay, and he wants an Oriental about which there can be no question, we can quickly tell him the SEVERAL DIFFERENT RUGS that come within that price.

This retail business sells nothing but rugs, and its members have been educated to Oriental rugs. They are men whose judgment is relied upon by all importers and collectors as to HOW GOOD rugs are, and not merely HOW THEY WILL SELL to people who are only PARTIALLY EDUCATED in values.

The choicest rugs used in furnishing such representative hotels as the Waldorf-Astoria, St. Regis and Gotham, in New York, and the Bellevue-Stratford, in Philadelphia, when they opened, were selected from a stock collected by our present buyers.

In clothes, as in jewelry, style or smartness may depend upon the whim of the moment in Paris. Diamonds or pearls may be set in platinum to-day and in gold to-morrow.

In Oriental rugs the standard was set by the Persians centuries ago. No merchant can change it now. One can select ONLY THE GENUINE and cast the dross aside.

If the prevailing demand is for brown rugs or blue rugs, those rugs in which browns or blues predominate are imported. But, first of all, they must be the RIGHT KIND OF RUGS.

To tell the difference between the peasant weaves and the factory weaves—to select at REASONABLE PRICES, which any man can afford, those beautiful soft rugs woven by Persian nomads to be sold in Turkish markets, must be the work of a house that builds its WHOLE REPUTATION on rugs.

Joseph Wild & Co. have now, as always, the FIRST CHOICE from the CHOICEST SHIPMENTS from the entire Orient, and every rug is a SELECTED RUG in its class. Their medium-priced rugs have been chosen in greater number than the higher-priced ones, but they have chosen them with equal care.

For the RUG COLLECTOR we must import many comparatively HIGH PRICED rugs, such as the average man or woman cannot use. Yet it is an essential part of our business.

We have now one large silk rug from Persia, twenty by forty feet, of unusual pink, jade and turquoise colorings—FIT FOR THE SALON OF A PRINCESS. It took thirty girls, weaving seven years, to tie its 47,000,000 knots—and it must sell for \$25,000.

It must be bought by a rich man, yet there are rooms in the houses of many of our clients where it would be perfectly at home.

For the man in MODERATE CIRCUMSTANCES we have Kermanshahs and Kurdistans, Bokharas and Shirvans, Mahals and Khivas, Gorevans and Anatolians—beautiful, carefully selected rugs IN PERFECT CONDITION which come within the scope of YOUR pocketbook.

Our secret is in knowing WHAT TO SELECT and WHAT TO CAST ASIDE. That is the thing that has made this the largest and most respected rug specialty house in the world—as famous for its REASONABLE PRICES as it is for the AUTHENTICITY OF ITS RUGS.

For the convenience of many customers who find special uses for them, we carry the sturdiest American Bungalow and Summer Cottage Rugs, Yacht Rugs, Bath Room Rugs and carefully selected designs in the better grades of Wiltons, Brussels and Scotch art rugs.



## JOSEPH WILD & Co.

Fifth Avenue & 35th Street  
NEW YORK

